<u>**AMENDMENT**</u>

This listing of claims will replace all prior versions, and listings, of claims in the

application:

<u>**Listing of Claims:**</u>

1-19.   (Previously Withdrawn)

20.   (Currently Amended) A method comprising:

collecting ~~in a privacy compliant manner~~ at least one dynamic dataset~~,~~ representing

human behavior, and at least one static dataset~~,~~ representing human characteristics, wherein ~~said~~

~~dynamic and static datasets~~ <u>the dynamic dataset and the static dataset</u> share at least one common

characteristic and have an assumed relationship<u>, wherein the dynamic dataset and the static</u>

<u>dataset are collected without knowing individual-specific demographic information</u>;

selecting with a computer processor at least one subset of ~~said~~ ~~datasets~~ <u>the dynamic</u>

<u>dataset and the static dataset</u> ~~sharing~~ <u>that share</u> at least one common characteristic;

expressing the assumed relationship between ~~said static and dynamic datasets~~ <u>the</u>

<u>dynamic dataset and the static dataset</u> as a mathematical assumption;

defining an error function which describes ~~said static and dynamic datasets~~ <u>the dynamic</u>

<u>dataset and the static dataset</u> in terms of ~~said~~ <u>the</u> mathematical assumption;

performing at least one fitting procedure to calculate values that define ~~said~~ <u>the</u>

mathematical assumption;

performing at least one fitting procedure to account for errors in the assumed

relationship; and

using the computer processor to store ~~said~~ <u>the</u> mathematical assumption in a database as a

rule system between ~~said dynamic and static datasets~~ <u>the dynamic dataset and the static dataset</u>.

21.   (Currently Amended) The method of claim 20, ~~in which said~~ wherein the dynamic dataset corresponds to set-top box event data.

22.   (Currently Amended) The method of claim 21, ~~in which said~~ wherein the static dataset corresponds to demographic data.

23.   (Currently Amended) The method of claim 22, <u>further comprising:</u>

~~in which correlations are drawn~~ <u>correlating</u> between ~~said~~ <u>the</u> set-top box event data and ~~said~~ <u>the</u> demographic data to determine the relationship of demographic data to content viewership.

24.   (Previously Withdrawn)

25.   (Currently Amended) A method comprising:

collecting ~~in a privacy compliant manner~~ at least one dynamic dataset~~,~~ representing human behavior, and at least one static dataset, wherein ~~said dynamic and static datasets~~ <u>the dynamic dataset and the static dataset</u> share at least one common characteristic and have an assumed relationship<u>, wherein the dynamic dataset and the static dataset are collected without knowing individual-specific demographic information</u>;

selecting with a computer processor at least one subset of ~~said datasets~~ <u>the dynamic dataset and the static dataset</u> ~~sharing~~ <u>the share</u> at least one common characteristic;

expressing the assumed relationship as a mathematical assumption;

defining an error function which describes ~~said static and dynamic datasets~~ <u>the dynamic dataset and the static dataset</u> in terms of ~~said~~ <u>the</u> mathematical assumption;

performing at least one fitting procedure to calculate values that define ~~said~~ <u>the</u> mathematical assumption;

performing at least one fitting procedure to account for errors in the assumed relationship;

using ~~said~~ <u>the</u> processor to store ~~said~~ <u>the</u> mathematical assumption and ~~said~~ <u>the</u> error assumption in an individual-specific array in a database; and

repeating this process, such that a plurality of mathematical assumptions and error functions are stored in ~~said~~ individual-specific array.

26.   (Currently Amended) The method of claim 25, ~~in which said~~ <u>wherein the</u> dynamic dataset corresponds to set-top box event data.

27.   (Currently Amended) The method of claim 26, ~~in which said~~ <u>wherein the</u> static dataset corresponds to demographic data.

28.   (Currently Amended) The method of claim 27, ~~in which said~~ <u>wherein the</u> individual-specific array corresponds to a privacy-compliant identification number.

29.   (Previously Cancelled)

30-80.   (Previously Withdrawn)

81.   (Currently Amended) The method of claim 28, ~~in which said~~ <u>wherein the</u>

privacy-complaint identification number is a set-top box identification number.